

Application Summary Sheet

Form A

ARIZONA COMMISSION ON THE ARTS

Applicant: Sedona Jazz on the Rocks/Sedona Arts Festival
Project Dir.: Debra Bodnar
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Application Number: 292-05

Category: ARTS LINK TO TOURISM AND THE ECONOMY

Project Title: Diversified Marketing Campaign

Discipline: 14
Project Discipline: 14
Activity Type: 33
Legislative Dist: 001
Congressional Dist: 001

Address: P. O. Box 2729, Sedona, AZ 86339
County: Yavapai

Authorizing Official: Debra Bodnar

Applied Last Year: ☐ Yes ☒ No

REQUEST

Total ACA Grant Requested: \$10,000

Grant Amount Recommended: \$5,000

Previous Years Funded: ☐ FY2004
☐ FY2003
☐ FY2002

Rank: H

Other applications from this organization:

Supplemental Materials: ☐ Slides ☐ CDs/Tapes ☐ Season Brochure ☒ Other: Sedona visitor profile, color brochures, event sch
☐ Photos ☐ Video ☐ News Clippings

Panel Comments:

Sedona Jazz on the Rocks/Sedona Arts Festival, 292-05, Diversified Marketing Campaign

STRENGTHS:

- F - Employed professional PR firms.
- F - Partnering with Sedona Chamber of Commerce.
- J - Project well-conceived, logical; takes advantage of timing and opportunities for cross-marketing.
- J - Plan articulates goals and objectives.
- J - Strong applicant - qualified board and staff.
- J - Strategic dual partnership has potential to empower each organization-plays to respective strengths.
- J - Excellent artistic record.
- J - Leveraged investment of state arts funding - Sedona Arts Festival supports other community arts organizations.
- J - Future-focused, collaborative effort.
- J - Project Director has solid marketing background.
- J - Desire to cultivate additional, culturally diverse audiences.
- J - Great potential to enhance marketing impact, and increase tourism.
- J - Could serve as a model for other arts organizations.
- J - Partners with ethnic marketing organizations - collected data on ethnic communities key for analysis for research and evaluation.

WEAKNESSES:

- F - Does not mention building a database to track, mail and e-mail info. to potential visitors.
- I - Narrow partnership, but each organization brings each's own partners.
- J - Needs more specific plan for mktg efforts.
- J - Focus of joint promotion activity not clear with regard to the two events - Involvement in each other's events not clear.
- J - Cultural connection between two organizations not explained.
- J - Low budget unrealistic.

Sedona Arts Festival/Sedona Jazz on the Rocks
Contact: Debra Bodnar/Chris Irish

Arts Link to Tourism and the Economy
Grant Application Attachment

Special and Unusual Statement

1. How is this project outside the scope of your regular season offerings?

This grant is for a joint marketing project between the Sedona Arts Festival and Sedona Jazz on the Rocks. The two organizations have never shared or coordinated marketing efforts with the exception of purchasing one small ad in the Arizona Republic last year.

2. If this is an existing project, how will it be changed or redefined during this application cycle?

While marketing efforts are existing projects for both organizations, the research and strategies formulated through this project will embark in new and exciting directions. The two organizations will share:

- Comparative studies on where each organization's marketing has been successful and how to incorporate that into success for the other.
- Professional expertise from various marketing experts; with special focus on Minority markets that match our shared demographics
- Development of key messages and action steps; resulting in the implementation of a new marketing plan

3. How does this project take your programming/organization in new directions?

Each organization will gain keen insights into market research, strategies and implementation. Marketing efforts will focus in new directions, exposing each organization to ideas and contacts that will influence future programming. Working as a team, they will save money on staff time and consulting fees and possibly unveil other areas in which joint ventures can be beneficial.

In addition, strategic marketing efforts will eventually bring increased income which allows both organizations to expand their artistic programming.

4. How does this project take your audiences in new directions?

New, shared marketing strategies will result in each organization expanding its audience in areas it has previously struggled to attract. This will allow our audiences to enjoy more diversity. We will try to meld the 'performing arts' audience with the 'visual arts' audience broadening their experiences.

Applicant Name: Sedona Jazz on the Rocks (SJOR) and Sedona Arts Festival (SAF)

Contact Person: Debra Bodnar Phone: 928 204 9456

Project Title: Joint Diversified Marketing Campaign

Begin and End Dates for Grant: July – November 2004

Project Summary: The proposed Joint Diversified Marketing Campaign has two goals: 1) use community based marketing of untapped ethnic/emerging markets to expose new audiences to both jazz and visual arts events in Sedona as well as increase attendance at both events, 2) leverage each other's (SJOR& SAF) existing markets to increase awareness and attendance at both events.

I. Organization's history of artistic quality and creativity in programming

Both SJOR and the SAF have a long *history* of artistic quality and creativity in their programming. Each also supports the arts community in Sedona.

SJOR received its tax exempt status in 1986, formalizing the group of Jazz lovers that began a festival in 1981 to attract music lovers to the beautiful red rocks of Sedona. SJOR showcases international jazz performers, often multi-Grammy winners, and features truly creative programming by blending Latin jazz, World Jazz, Afro-Cuban jazz, traditional, contemporary and mainstream jazz. In addition, emerging artists are often featured.

Today SJOR presents jazz festivals and concerts, sponsors a youth band, conducts master classes for jazz musicianship and jazz history, collaborates with the Berklee College School of Music, presents summer jazz workshops, and gives scholarships to youth for instrument lessons, all based on feedback from community supporters.

The SAF received its tax exempt status in 1989 and began a *tradition* of fine arts and crafts programming drawing over 100 *juried* visual artists and craft persons to its Festival in Sedona each year. As a result of its success for the past 14 years, the SAF has returned more than \$100,000 in Festival proceeds to other local community arts organizations in support of its *mission* to promote and preserve the arts in Sedona. Most recent examples in 2004 include the award of funds to the Canyon Moon Theater to begin a youth theater program, Camp Bear Wallow to expand the programming of its summer art camp for kids, and the development of a new youth scholarship program for the performing arts in honor of the late Donald O'Conner and Ann Miller. These awards were in addition to contributions to the Unified Sedona Oak Creek School District, a tradition of supporting the arts programs in schools begun by the SAF in 1996. A total of \$10,000 was given back to the community this year to support the arts in Sedona.

As a result of feedback from artists attending the Festival last year, in addition to funding local arts organizations, the SAF hopes to expand the Festival to include an emerging artist program for new artists. This program would enable artists who might not have exhibited in the past the opportunity to participate in the festival and thereby build their show resume. The Emerging Artist Program is part of an effort made to be increasingly *creative* in the Festival's programming as well as listening to the artists we support.

II. Project's capacity to enhance the economic development, tourism and quality of life in the community.

The goals of the proposed Joint Diversified Marketing Campaign are: 1) use community based marketing of untapped ethnic/emerging markets to expose new audiences to both jazz and visual arts

events in Sedona as well as increase attendance at both events, 2) leverage each other's (SJOR & SAF) existing markets to increase awareness and attendance at both events.

Together the SJOR and SAF bring over 10,000 visitors to Sedona each year. SJOR is a four-day festival and SAF runs over two-days. The impact of our events on *economic development, tourism* and *quality of life* for the community are supported through research by the Chamber of Commerce, the Lodging Council and both arts groups.

The Chamber has found that the median daily spending of day trippers is \$97 while overnight visitors spend \$243 as shown by the Chamber's recent Sedona Visitor Profile (Attachment A). It is also documented that every dollar spent on promotion activity leads to \$71.80 in direct visitor spending (AZ Hotel and Lodging Association.) In addition, an SJOR economic study by NAU several years ago showed that the event brings over \$3 million into the Arizona economy. Seventy five percent of the SAF out-of-area attendees stayed an average of 4.1 nights and spent \$350 a day during their stay, according to research prepared for the SAF by the Behavior Research Center in 2003.

SJOR statistics

6,000 attendees
58% Maricopa County
28% Out of State
4 % Local Residents
2% Visiting Tourists
15% African American
8% Hispanic

SAF statistics

4,000 attendees
15% Maricopa County
2% Out of State
35% Local Residents
39% Visiting Tourists
5% African American
2% Hispanic

While our markets are similar in income, age and spending characteristics; you can see from the above statistics that they differ in ethnicity and market origin. SJOR is strong in areas that SAF is weak and vice versa. With joint research and marketing we should be able to grow each of our audiences in our weak areas. Larger, more diverse audiences will create an even larger impact on our economy and community. SJOR has been recognized for this already. In 1995 the Festival received the Governor's Office of Tourism Award for Special Events; and in 2001 the Governor's Arts Award for Arts in the community.

Specific *objectives and the assessment plan* for the project include:

Research

Objective: Select cross functional team from SAF, SJOR, Chamber, emerging markets and selected PR firms to provide oversight by July 15, 2004.

Objective: Develop opportunity statement that clearly defines goal by July 30, 2004. For example: The SAF and SJOR will develop an advertising and promotional program to target emerging/ethnic markets to increase attendance of targeted audiences by 10%.

Objective: Review potential markets and advertising tactics by July 30, 2004.

Analyze

Objective: Based on research findings, create a comprehensive marketing plan that includes, communications goals, key messages, target audiences, strategies, action steps, timeline, budget and evaluation process as well as select team to review draft plan by August 6, 2004.

Objective: Make revisions as necessary to plan based on feedback by August 13, 2004.

Communicate

Objective: Develop ad copy based on key messages as part of the overall communications strategy and proposed ad for review by cross functional team by August 13, 2004.

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Objective: Select advertising vehicles and place begin to place ads by August 16, 2004

Evaluate

Objective: Develop research tool to measure impact statement by August 27, 2004.

Objective: Conduct exit interviews and audience surveys September 24-26 and October 9-10, 2004.

Objective: Evaluate plan results December 31, 2004.

Objective: Incorporate findings of the evaluation process into new goals and objectives for 2005 advertising and marketing plan.

III. Ability of the project to create or strengthen collaborations and partnerships

This project will be the first time SJOR and SAF have *partnered* for purposes of large-scale advertising and marketing efforts. Last year we collaborated on a single ad placement in the Arizona Republic to save on advertising costs. Because our events are one week apart this year and our weaknesses and strengths in the marketplace are complementary, we thought an expanded *collaboration* would be worthwhile.

Other potential partners include:

Kur Carr Group: Phoenix based marketing and public relations firm. Over 15 years experience in the "arts" promotion field, representing a diverse base of non-profit arts organizations, for-profit arts and entertainment groups including Cirque du Soleil and venues presenting and producing concerts and other performances including the Dodge Theatre.

Southwest Dimensions: Karen Mulzac-Frye, President CEO: Phoenix based marketing firm that focuses on delivering emerging markets including African American and Hispanic.

Luna Ray Advertising: Lisa Ray, Principal: Phoenix based firm that focuses on the Latino market segment.

Mega Hertz: Jesus and Ruben Hernandez: Phoenix based firm focused on Hispanic market.

Sedona/Oak Creek Chamber of Commerce: Char Beltran CEO and President.

Other community based marketing participants might include community leaders and representatives from our target audiences' churches, sorority and fraternities, weekly publications and radio stations.

We believe that should our collaboration be successful, it will serve as a model for other similar arts organizations as well as allow for continued joint marketing between the SJOR and SAF.

Documentation in the form of letters of support and firm overviews can be found as Attachment B.

IV. Capacity of the organization to complete the project and sustain it after the grant ends.

SAF and SJOR have a combined total of over 40 years of experience in advertising, marketing, public relations and the arts (See Attachment C: Resumes). SAF and SJOR have stable management structures as well as a stable Board structure that will allow for the project to be evaluated. Lessons learned from the project to be incorporated into next year's advertising campaign. Should the proposed tactics be successful, future collaborations between the two organizations would be planned to share advertising expenses.

Project Budget

ALTE GRANT BUDGET

Outline below the budget for the specific project described in this application. Itemize expenses in each category. Refer to the Glossary for explanation of terms. Please round numbers to the nearest dollar. *This form automatically calculates totals; the "0"s will change to totals once you've entered your figures. Tab through entire form to get accurate totals.*

PENSES

Expenses (cash only)

1. Salaried Personnel/Staff
 - a) Administrative # of staff _____ \$ _____
 - b) Artistic # of staff _____ \$ _____
 - c) Technical/Prod # of staff _____ \$ _____
2. Contracted Services
 - a) Artists \$ _____
 - _____
 - _____
 - _____
 - b) Consultants/Other Experts \$ 5,000
 - _____
3. Production Expenses \$ _____
- _____
- _____
- Space Rental \$ _____
- _____
- Travel \$ _____
- _____
6. Marketing/Promotion \$ 15,000
- _____
7. Remaining Operating Expenses \$ _____
- _____
- _____
8. Total Cash Expenses \$ 20,000
(Total Items 1 thru 7)

Cash Income

(Revenue + Support)

Revenue (earned income - cash only)

9. Admissions \$ 5,000
- _____
10. Contracted Services \$ _____
11. Other Revenue \$ 5,000
Fundraising
- Support (contributed income)
12. Corporate Contributions \$ _____
13. Foundation Grants \$ _____
14. Other Private Contributions \$ _____
- Government Support
 - a) Federal \$ _____
 - b) Regional \$ _____
 - c) State (do not include this request) \$ _____
 - d) County \$ _____
 - e) City \$ _____

- Total Government Support \$ 0
16. Applicant Cash \$ _____
17. Cash Income Without Grant \$ 10,000
(Total items 9 thru 16)
18. Grant Amount Request \$ 10,000
19. Total Cash Income \$ 20,000
(Total Items 17 and 18)

NOTE: CASH EXPENSES MUST EQUAL CASH INCOME

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